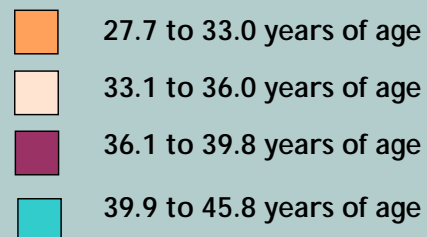
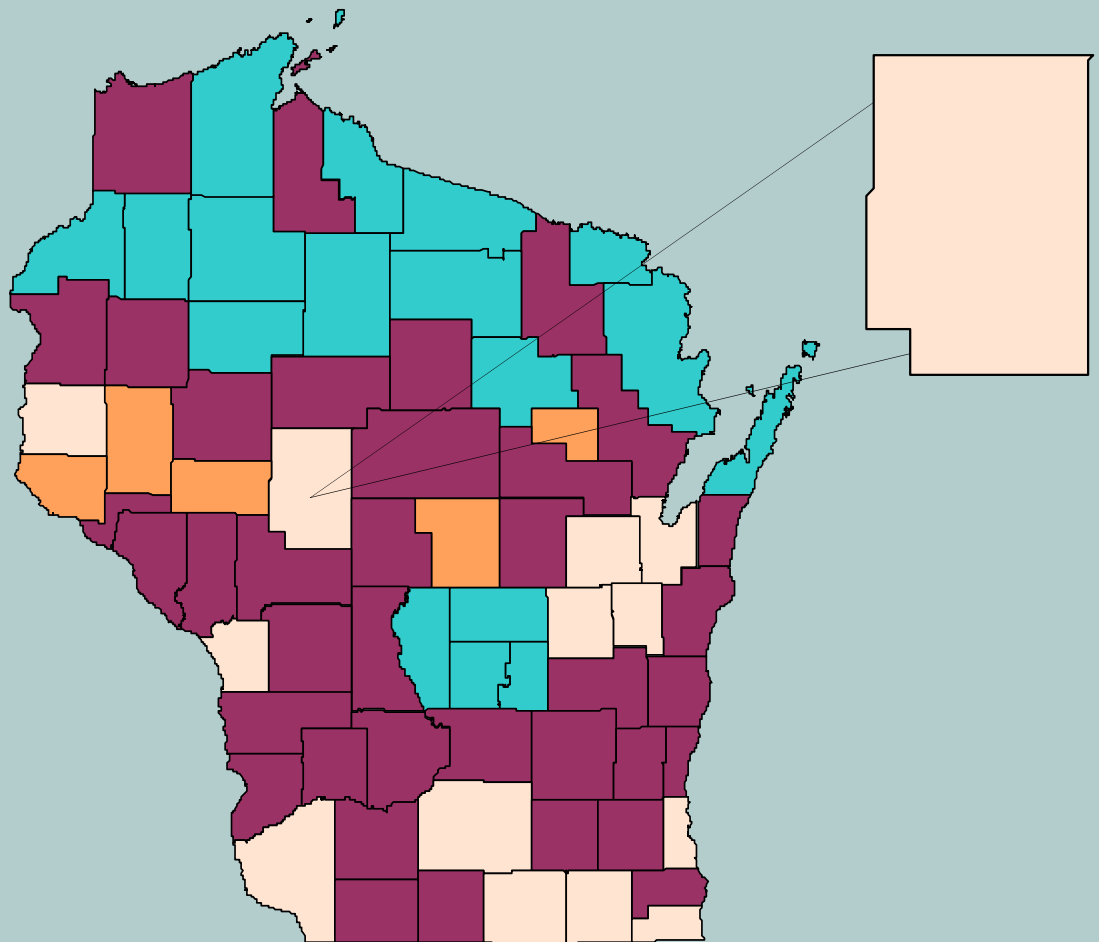


# Clark County Workforce Profile

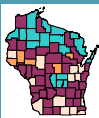
Median Age by County, 2000



Source: Census 2000 of the United States

Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.





## County Population

From 1990 to 2000 the population in Clark County increased from 31,647 to 33,557 according to Census 2000 information. That increase of 1,910 residents was a turn-around to the loss of residents during the 1980s. Growth continued through 2000. By the end of the year the population increased by another 134 residents, matching the pace of both the national and state increases in population.

The increase in population of 6.0 percent during the 1990s ranked 57<sup>th</sup> out of 72 counties in the state and was one of the few counties in the state where the increase from natural causes more than doubled the increase from migration. From 1990 to 2000 there were 4,606 births in Clark County that exceeded the number of deaths by 1,345. Meanwhile, net migration resulted in only 566 new residents moved into the county during the decade.

A net gain in population from migration means that more people moved to the county than moved out of the county. Census 2000 reveals that, since 1995, at least 5,057 individuals 5 years and older lived in a different county. Roughly 16 percent of the population over 5 years old lived in a different county in 1995. Of those new residents 31 percent moved from another state and 69 percent from somewhere else in Wisconsin.

The census also reveals that nearly all of the increase in county population occurred with the addition of 1,457 in the white population. In 2000, over 98 percent of the population in Clark County were white. American Indians comprised the second largest ethnic group in the county, but they were less than one percent of the total population in the county in 2000.

The largest municipality, the City of Neillsville, added only 51 residents during the 1990s; while the Town of Green Grove, with 274 addition residents, had the largest increase in the county. Green Grove is the twelfth largest municipality with 902 residents, and, with a median age of 41.3, it is one of the older municipalities in the county. The youngest is the Town of Reseburg with a median age of 25.2 years old.

Many of the residents that moved to the county during the 1990s were older but not so old that they were ready to retire. The greatest increase in the population occurred in the 40-49 year old age group, followed by the second largest increase in the 50-59 year old age group. Some of the increase was from an aging population, but not all of it.

Both the increase in population from older people

*(Continued on page 2)*

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Clark County	33,557	33,791	0.7%

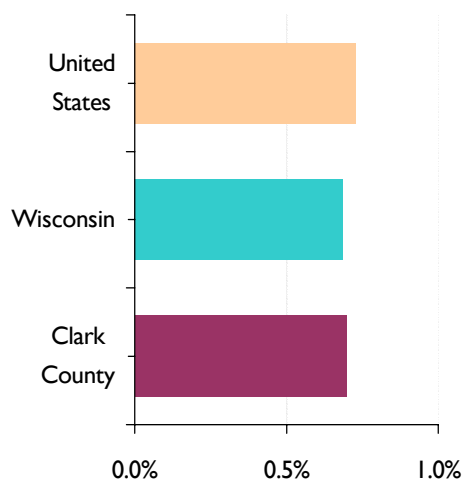
### Ten Largest Municipalities

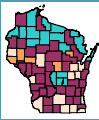
Neillsville, City	2,731	2,724	-0.3%
Thorp, City	1,536	1,554	1.2%
Abbotsford, City *	1,412	1,412	0.0%
Loyal, City	1,308	1,306	-0.2%
Fremont, Town	1,190	1,206	1.3%
Colby, City *	1,156	1,187	2.7%
Pine Valley, Town	1,121	1,133	1.1%
Greenwood, City	1,079	1,089	0.9%
Owen, City	936	936	0.0%
Mayville, Town	919	928	1.0%

\* Clark portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001

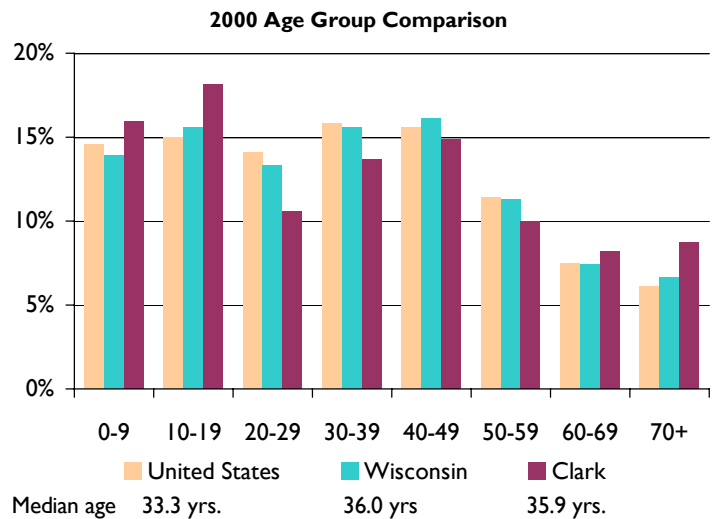




moving to the county and aging of the existing population, impacted the median age in Clark County. The median age increased from 33.8 years in 1990 to 35.9 years in 2000. The median age in Clark County is very near the state median age of 36.0 years but older than the national median of 33.3 years.

There are still more residents under 40 years old than over 40 and most are in the youngest age groups and part of a family. The average family size of 3.27 in Clark County is larger than in the state and nation. The population growth from births in the 1980s and 1990s lead to a larger share of residents under 19 years old than in the state or nation. However, once they graduate from high school, these teenagers leave the area to continue their education or search for work. This loss is evident in the drop in the 20-29 year old group.

The county has a smaller share of population in all of the middle age groups even though the 40-49 year old group is the third largest in the county. There appears to be an ample supply of future workers from the younger groups, yet by age 20 that advantage dissipates. Beginning at age 60 the county share of population is greater than in both the state and nation. This reflects the aging of the



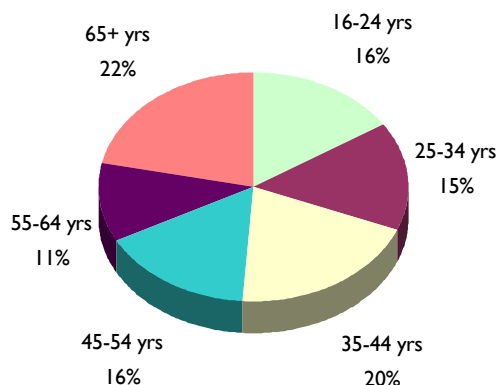
Source: US Department of Commerce, Census Bureau, *Census 2000*

population that has lived in the county for a long time.

The consequences of this disparity on the current and future labor force cannot be overstated. While the labor force has already shown signs of diminished growth, the full impact of fewer younger people available for the labor supply and an increasing older population, preparing to retire, will exasperate the labor shortage. Compounding the problem of fewer workers is an aging population requiring more services that historically have been supplied by a young workforce.

## County Civilian Labor Force

**Clark County Labor Force Age Groups**



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

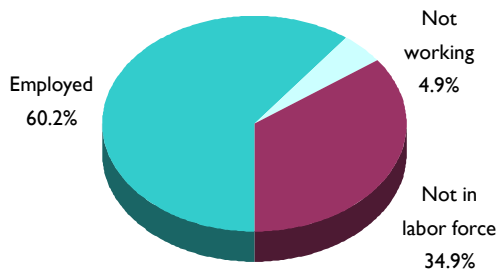
The Clark County population in 2000 16 years and older totaled 24,882. This population comprises the potential labor force in the county even though 22 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

Other age groups also share characteristics. The 16-24 year olds are generally in school, work part-

(Continued on page 3)

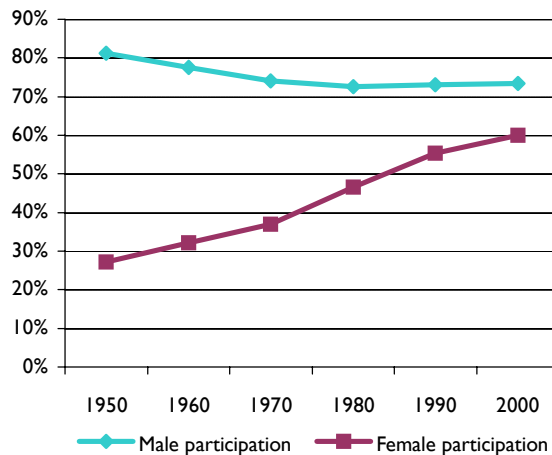


### 2001 Labor Force Participation



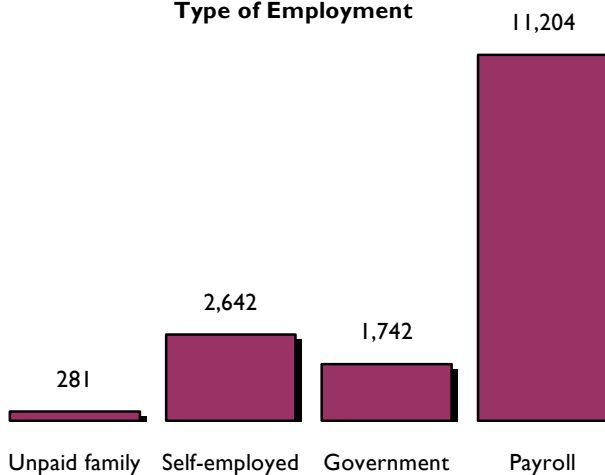
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

time and during summer breaks, and are starting their first jobs. This group is largely responsible for the increase in labor force during the summer months.

The next group, 25-34 year olds, are the workforce of the future, developing and honing skills, and beginning new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired.

Because each age group has different interests the number of individuals who are employed or at least look for work varies. Labor force participation rates by age groups from Census 2000 is scheduled for release in the fall of 2002.

An estimate of labor force participation for 2001 in Clark County included 60.2 percent of the labor force age population that worked, 4.9 percent of the population that was unemployed and 34.9 percent who choose not to work. The labor force participation rate in 2001 (the percent of the population 16 years and over that either worked or looked for work) was 65.1 percent.

Labor force participation peaked in the county in the mid-1990s and has been falling steadily since then. Participation is currently less than in either the state (73.5%) or nation (66.9%). One of the primary reasons for lower participation is the large share of population over 65 years old, but a secondary reason is the availability of jobs.

Labor force participation varies not only by the age of the population but also by sex. Over the last fifty years, participation in the labor force of females has steadily increased while participation of men has declined. There are a number of factors that serve as explanations for these divergent trends, but the most comprehensive is the change in the county's industry mix away from goods-producing jobs towards service-producing jobs. Another factor is access to retirement income, especially for men who have been in the workforce longer and in more per-

(Continued on page 4)



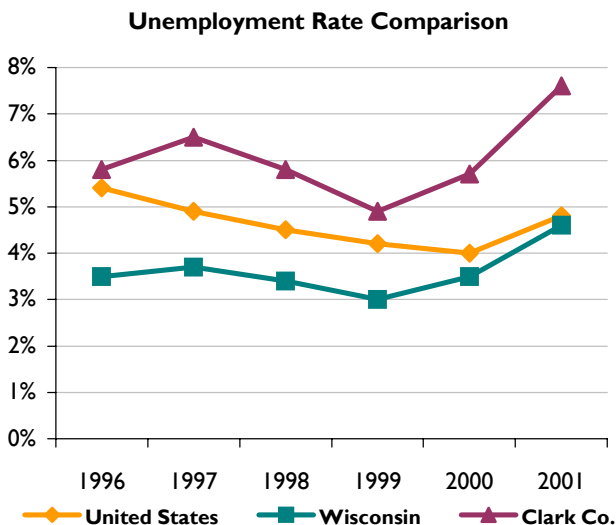
manent positions, than women are.

Labor force participants who work are engaged in several 'types of employment'. In Clark County 71 percent of the employed population work for a private employer and receive a payroll check. Government workers also receive a payroll check, but comprise only 11 percent of total employment.

Over 18 percent of workers in Clark County are either self-employed or work as an unpaid family member. The share of self-employed and unpaid family members is significantly higher in Clark County than in the state (6.4%), but has declined since 1990. Self-employed and proprietors tend to stay in the labor force longer than workers in payroll jobs do.

The number of self-employed and unpaid family members is a good reminder that total employment in the labor force includes more workers than just those employed in payroll jobs. It is one of the reasons that total employment in most counties is greater than the number of nonfarm wage and salary employment (see page 5). In Clark County, total employment reached 14,800 in 2001, far greater than the number of jobs.

An additional factor that effects the local labor force is the number of workers who commute into,

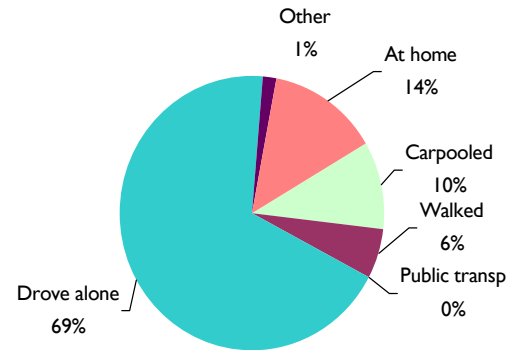


#### Clark County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	17,100	16,700	16,700	15,500	15,700	16,000
Employed	16,100	15,600	15,700	14,700	14,800	14,800
Unemployed	990	1,080	970	770	900	1,210
Unemployment Rate	5.8%	6.5%	5.8%	4.9%	5.7%	7.6%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

#### County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

or in this case out of the county for jobs. Census 2000 revealed that roughly one-third of the workers residing in Clark County traveled outside the county for work. The specific destination of those workers from the census is not scheduled for release until 2003.

Over the last five years the number of employed in Clark County declined by 1,300 from 16,100 in 1996. The drop in employment was especially acute in 1999 with the reduction in total labor force. The change is due more to an anomaly in estimating than a loss of county jobs. Even though employment declined in 1999, the unemployment rate dropped.

The county average annual unemployment remains higher than either the state or national rates. Because of the number of seasonal jobs, there are some summer months, however, when the county rate drops below the national rate and occasionally drops below the state rate. In February 2001, the county unemployment rate was 12.3 percent but declined to 4.6 percent by September.

Most of the workers in Clark County drive alone to a job, while 10 percent, higher than in the state, were part of a car pool. Roughly 8 percent of those employed work at home, double the share in the state. And, with little public transportation, it is no surprise that so few take advantage of it. Statewide, only two percent use public transportation.



## County Industry Employment

### Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	9,437	9,380	9,769	9,861	9,920	9,882	-0.4%	4.7%
<b>Goods Producing</b>	2,989	3,079	3,196	3,476	3,630	3,604	-0.7%	20.6%
Construction & Mining	320	395	424	472	478	532	11.4%	66.1%
Manufacturing	2,668	2,684	2,772	3,004	3,153	3,072	-2.6%	15.1%
Durable	1,430	1,476	1,567	1,705	1,766	1,655	-6.3%	15.7%
Nondurable	1,238	1,208	1,205	1,299	1,386	1,417	2.2%	14.5%
<b>Service Producing</b>	6,448	6,302	6,573	6,385	6,289	6,277	-0.2%	-2.6%
Transportation, Communications & Utilities	337	340	363	380	376	410	8.9%	21.4%
Total Trade	1,947	2,072	2,161	1,989	1,916	1,817	-5.2%	-6.7%
Wholesale	663	697	711	621	593	539	-9.1%	-18.7%
Retail	1,284	1,375	1,450	1,368	1,323	1,278	-3.4%	-0.5%
Finance, Insurance, and Real Estate	295	294	287	243	242	235	-3.1%	-20.6%
Services & Misc.	1,805	1,574	1,692	1,686	1,631	1,704	4.5%	-5.6%
Total Government	2,063	2,021	2,070	2,088	2,124	2,113	-0.5%	2.4%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

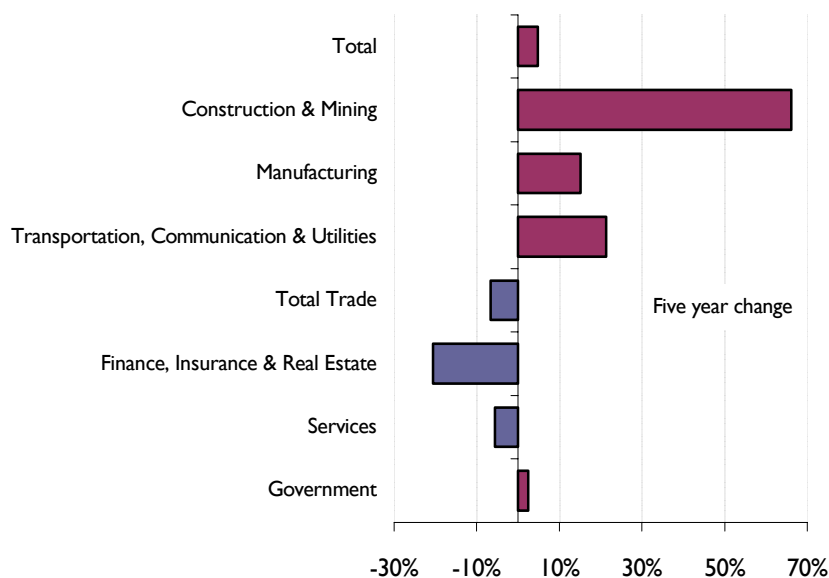
Nonfarm wage and salary employment is an estimate of the number of jobs generated by employers who are located in Clark County. All payroll jobs are counted and include occupations from managers to laborers who work full- and part-time in permanent, temporary and seasonal positions, and are paid hourly, by commission and salaries, or by

piecework. Employment is classified using the Standard Industrial Classification (SIC) of the primary product of the employer.

It becomes apparent when you look at this table that Clark County workers find jobs with more than just county employers. There were 9,882 nonfarm wage and salary jobs in the county in 2001, a year when the total employment in the labor force (county residents) was 14,800. In addition to jobs in Clark County, workers drove to jobs in adjacent counties, especially Wood, Marathon and Chippewa, and found work through self-employment. It is these jobs outside the county that caused the rise in unemployment, since the number of jobs in the county changed little since 1996.

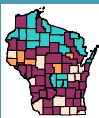
Total nonfarm employment increased only 4.7 percent from 1996 to 2001, much slower than the increase statewide of 8.7 percent. While the number of jobs declined in nearly all of the service producing industries over the five-year period, there were increases in both construction and manufacturing. Manufacturing jobs in the county increased 15.1 percent from 1996 to 2001 compared with a

### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

(Continued on page 6)



### Top 10 Employers

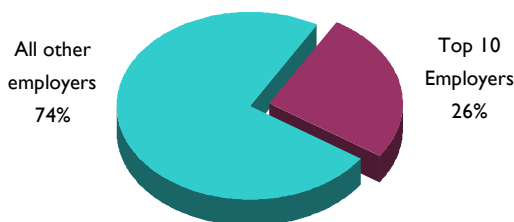
Company	Product or Service	Size
County of Clark	Executive & general government	500-999
Nelson Industries Inc.	Industrial equipment: exhaust systems	250-499
Memorial Hospital Inc.	Health care services: hospital	250-499
School District of Neillsville	Education	100-249
Abbyland Pork Pack Inc.	Food products: meat processing	100-249
Colby Public School	Education	100-249
Grassland Dairy Products Inc.	Food products: cheese & butter	100-249
Weather Shield Mfg Inc.	Lumber & wood: windows	100-249
Liberty Homes, Inc.	Lumber & wood: homes	100-249
Kerry Inc.	Food products: dried fruit	100-249

### Top 10 Industry Groups

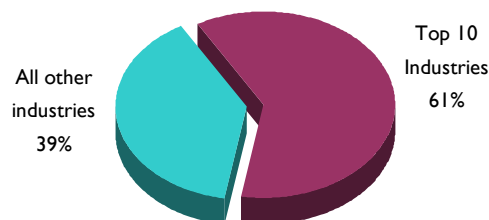
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Educational Services	10	963	-14	-12
Executive, Legislative, and General	46	950	19	-31
Food and Kindred Products	20	931	140	236
Industrial Machinery and Equipment	14	734	-37	74
Health Services	20	583	26	-44
Lumber and Wood Products	19	497	-119	73
Eating and Drinking Places	38	387	-42	-32
Wholesale Trade-Nondurable Goods	26	348	-24	-123
Automotive Dealers & Service Stations	25	319	-10	84
Social Services	20	319	-52	30

\*data suppressed to maintain confidentiality

**Top 10 Employers' Share of Nonfarm Employment**



**Top 10 Industry Group Share of Nonfarm Employment**



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

2.2 percent decline in the state. In the last year, job reductions in durable goods accounted for a net loss in production jobs. Some of those losses appear in the table of top ten industry groups above. Both industrial equipment and lumber and wood production lost jobs in the last year but are still large enough to be included among the ten industries that provide 61 percent of the jobs in the county.

Out of the 756 employers in Clark County, ten provide over one-quarter of the jobs. Six of those employers are manufacturers and represent the three manufacturing industry groups included in the second list.

Health services is also represented by one of the county's largest employers but three industry groups, wholesale trade, eating and drinking places,

(Continued on page 7)





and automotive dealers and service stations include smaller employers who together provide many jobs in the county. The last two are part of retail trade, the third largest industry division in the county.

Employers in the retail trade industry division provide 14.7 percent of the jobs in Clark County, yet the payroll from employers in the division was only eight percent of the total payroll from all employers of \$223,480,558. Workers in retail trade often work in part time and seasonal jobs which results in a smaller annual payroll. Many of the em-

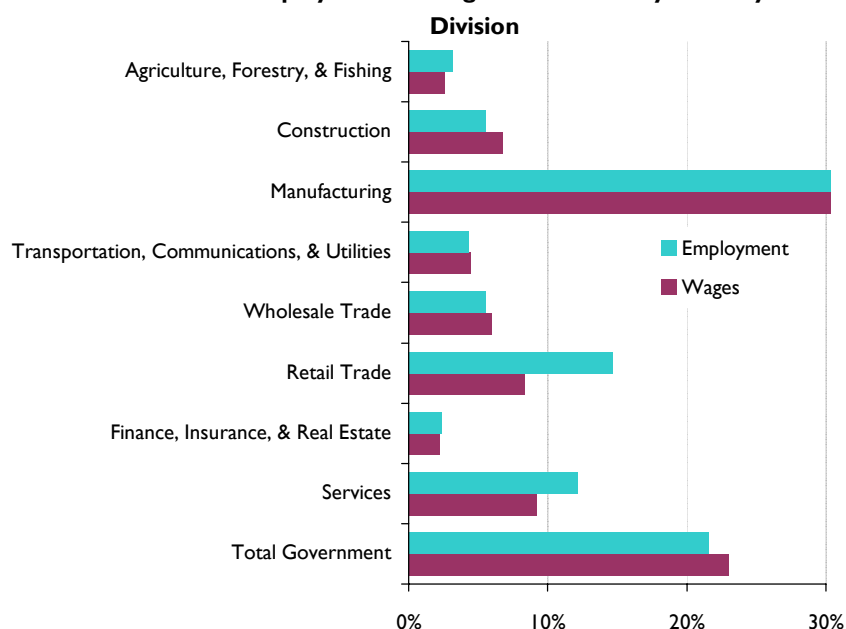
ployers are also smaller and cannot offer higher hourly wages to workers. All these reasons combined, reasons that are also true statewide, help explain the lowest annual average wages in the county and in the state.

The highest annual average wage, \$29,117, was earned by the workers in construction but was only 75 percent of the average wage earned for similar work statewide. The greatest disparity in wages was in finance, insurance and real estate where workers earned only 56 percent of what their counterparts earned in the state. There are no corporate offices in Clark County and many of the workers are part time.

The industry division with the most workers, manufacturing, also had the greatest payroll in 2001. The total manufacturing payroll of \$83,110,000 was 37 percent of the total payroll in the county. The annual average wage for manufacturing workers, however, was only 73 percent of wages for similar work in the state.

These lower wages, paid to 30 percent of the workers, significantly reduce the overall average wage in the county. Even though it increased 20.1 percent over five years, exceeding the state five-year increase of 18.8 percent, it is still only 77 percent of the state annual average wage.

2001 Employment & Wage Distribution by Industry



Annual Average Wage By Industry Division

	Clark Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 23,690	\$ 30,922	76.6%	4.3%	20.1%
Agriculture, Forestry, & Fishing	\$ 19,568	\$ 22,565	86.7%	5.0%	8.9%
Construction	\$ 29,117	\$ 39,011	74.6%	2.4%	30.6%
Manufacturing	\$ 28,823	\$ 39,739	72.5%	6.2%	18.4%
Transportation, Communications, & Utilities	\$ 24,537	\$ 36,639	67.0%	7.5%	21.4%
Wholesale Trade	\$ 25,682	\$ 40,521	63.4%	1.9%	26.3%
Retail Trade	\$ 13,436	\$ 14,596	92.1%	8.0%	26.1%
Finance, Insurance, & Real estate	\$ 22,703	\$ 40,933	55.5%	7.5%	24.3%
Services	\$ 17,888	\$ 28,775	62.2%	2.6%	12.8%
Total Government	\$ 25,252	\$ 33,785	74.7%	3.2%	18.0%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





## Occupation and Education Characteristics of County Population

The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Clark County. The distribution of occupations reflects the employment of all resident workers, including those that are self-employed and work in a different county.

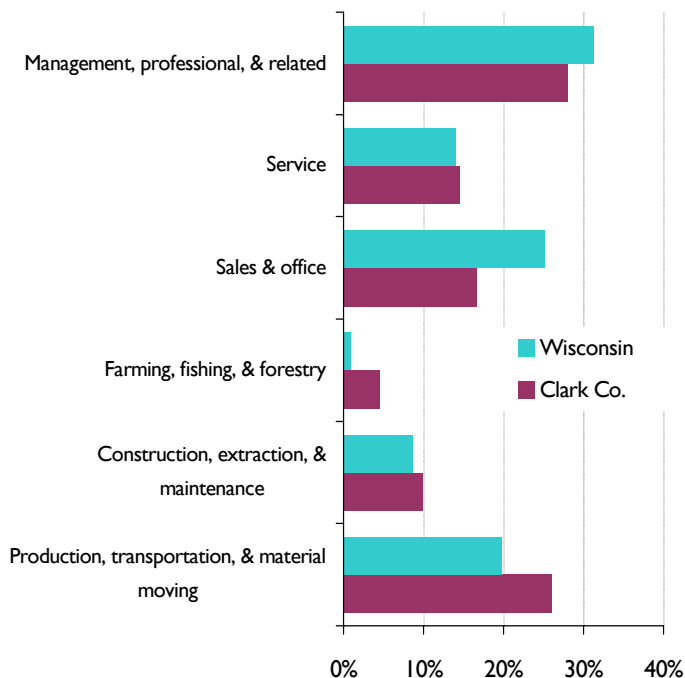
Like the state, the largest group in Clark County is management, professional and related occupations. In Clark County, however, it is only slightly larger than the group that includes production occupations, which is consistent with the industry composition.

The management, professional and related occupations in Clark County primarily include jobs as teachers and health care professionals. These jobs are found with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

In Clark County only 32 percent of the population 25 years old and over have some education beyond high school and only 10 percent hold a college degree. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000).

Roughly 22 percent of the population has 1-3 years of post-secondary education that could in-

**Employment by Occupation Group: 2000**

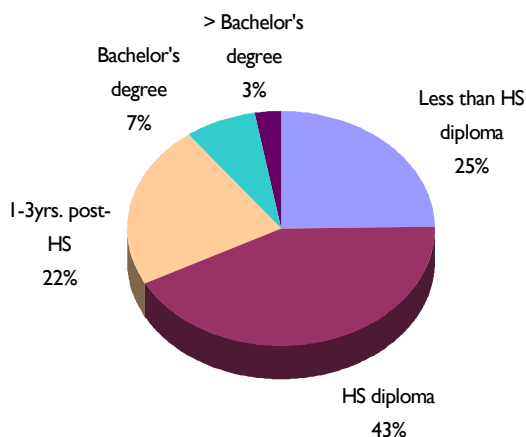


US Department of Commerce, Census 2000

clude some college with no degree, an associate degree, or technical college training. Workers in this group find employment in all occupational groups including the production, transportation, and material moving occupational group, the second largest in the county. Employers now expect workers in these occupations to have some training beyond high school. The same is true of many of the sales and office occupations, the third largest group. Workers in these occupations, such as accounting clerks, advertising assistants, technical sales representatives, and general office clerks, are employed in all industries

The fourth largest group is service occupations. This group is slightly larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 15 percent of the workforce in Clark County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, and police and firefighters. Wages for many of these jobs are low and workers often work less than 40 hours per week.

**Education Attainment in 2000**



Source: US Dept. of Commerce, Census Bureau, Census 2000



## County Income Information

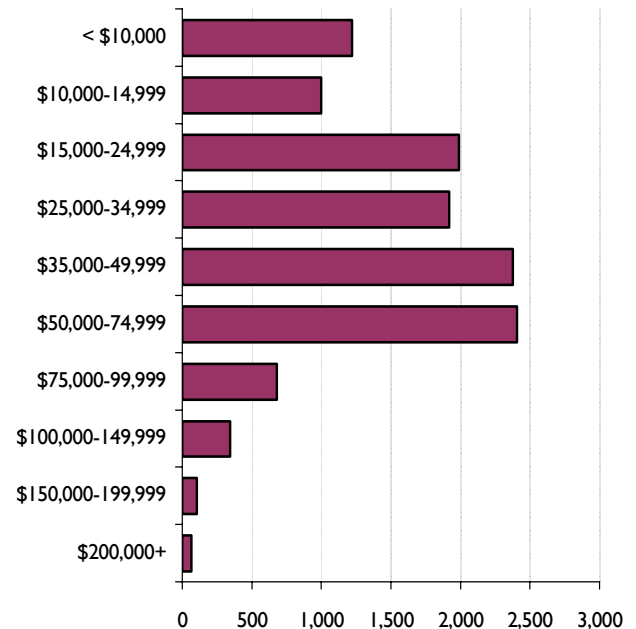
The median household income in 1999 (last full year of income data used for census) in Clark County of \$34,577 was 79 percent of the state median income of \$43,791. Only a few households in the county had an annual income over \$100,000 while nearly over 18 percent earned less than \$15,000. So many households with low income contribute to a poverty rate in the county of 12.7 percent that is higher than the rate in the state of 8.7 percent.

Household income is higher than either per capita personal income or annual average wages because households generally include more than one person (the average in Clark County is 2.7 persons per household) and workers often hold more than one job. In addition to wages from all workers, household income includes earnings from self-employment, proprietorships, investments, assets, social security, retirement, Veteran's benefits, welfare, and unemployment benefits.

Per capita personal income (PCPI) is the total income in an area, \$666,109,000 in Clark County, divided by the total population. PCPI in Clark County in 2000 of \$19,809 was 70 percent of the PCPI in Wisconsin and 67 percent of the United States. In the last year it increased only 1.6 percent, less than both state and national gains.

Incomes are lower in Clark County, not only because of lower wages but also because of a larger elderly population living on fixed incomes. Income

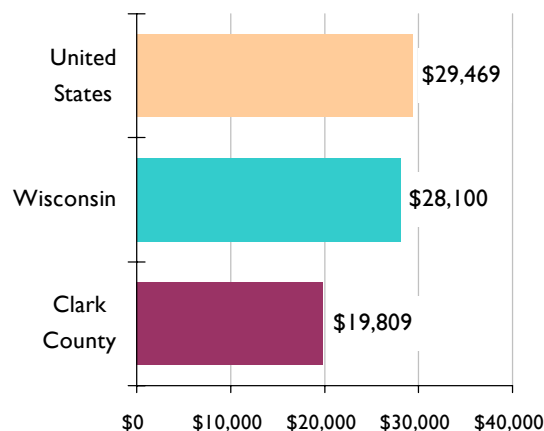
**Households by Income Range**  
Median household income in Clark Co. \$34,577



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

from government retirement and medical payments comprises 82 percent of transfer payments and transfer payments in the county are a much greater share than in either the state or nation. The population living on fixed income will only increase in the next ten years.

**Per Capita Personal Income 2000**



Source: US Department of Commerce, Bureau of Economic Analysis

**Components of Total Personal Income: 2000**

